



Horace W. Ferg & Co.
SQUARE & UPRIGHT

PIANO^G

MAY 1884.

WAREROOMS:

No 124 FIFTH AVENUE NEAR 18TH STREET

FACTORY · COR · BROOME & EAST STS ·

* New York *





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HORACE * WATERS * & * Co.'s

"NEW SCALE"

SQUARE AND UPRIGHT

PIANO-FORTES.

SINCE piano-fortes were first invented constant improvements have been made in their construction until now they may be said to have *attained perfection..*

WE have within a year improved our scale for small upright pianos, and introduced a *new scale* for large upright pianos, and a *new scale* for square pianos.

THE pianos represented in this catalogue are all *of these improved and new scales*, so that in the construction of all our pianos we embrace every improvement in piano making down to the present day.

ALL our pianos have $7\frac{1}{3}$ octaves, scale from A to C, the largest that is made; three strings to a note in the treble, same as in Concert Grand Pianos; full agraffe, and heavy iron frame with name "Horace Waters & Co., " in the casting.

WE present an illustration and brief description of each of the different styles of pianos we manufacture, and parties ordering by letter can rely upon receiving as good a piano as though chosen by them personally at our warerooms.

Every Piano is fully warranted for six years to give entire satisfaction.

HORACE WATERS & CO.,

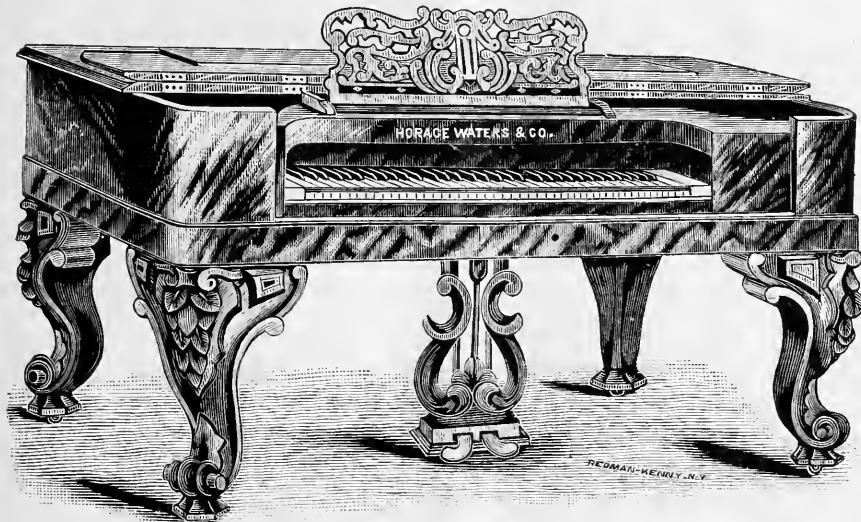
WAREROOMS: 124 Fifth Avenue, near 18th Street.

FACTORY: Cor. Broome and East Streets,

NEW YORK.

STYLE No. 34.**Square Grand Piano**

THREE STRINGED IN TREBLE, AND FULL AGRAFFE.



Length 6 feet 10 inches. Width 3 feet 6 inches.

Style No. 34. Square Grand Piano ; $7\frac{1}{3}$ octaves, large size, elegant rosewood case, front round corners, carved legs and lyre, fret work desk, Finest ivory keys. *Three strings to a note in treble.* Finest action, heavy hammers, first quality felt. *Full Agraffe throughout entire scale.* Overstrung bass, and full iron frame, with name "Horace Waters & Co." in the casting \$600.

Horace Waters & Co.'s "New Scale" Square Grand.

From the Musical Courier, N. Y., Jan. 23, 1884.

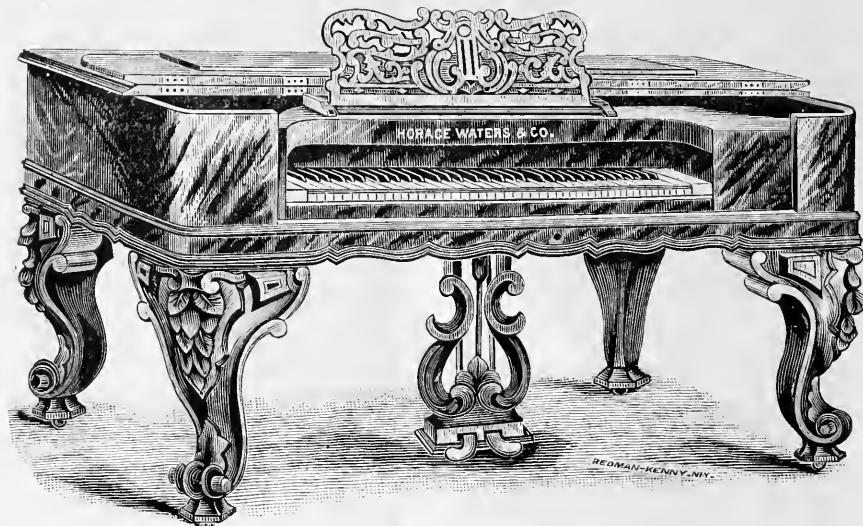
HORACE WATERS & CO., whose new scale Upright we noticed a few weeks ago, have now introduced a new scale Square Grand Piano, which is a decided success. The new features are a *full agraffe arrangement throughout the entire scale*, and *three strings to a note* in the treble. The tone is even and full, with a deep bass and clear treble; the action elastic, and the workmanship and finish fully up to the high standard of all the pianos now manufactured by Horace Waters & Co.

HORACE WATERS & CO.

STYLE No. 35.

Square Grand Piano

THREE STRINGED IN TREBLE, AND FULL AGRAFFE



Length 6 feet 10 inches. Width 3 feet 6 inches.

Style No. 35. Square Grand Piano; $7\frac{1}{3}$ octaves, large size, elegant rosewood case, front round corners, carved legs and lyre, fret work desk and SERPENTINE MOULDING ON BOTTOM OF CASE. Finest ivory keys. Three strings to a note in treble. Finest action, heavy hammers, first quality felt. Full agraffe throughout entire scale. Overstrung bass, and full iron frame, with name "Horace Waters & Co." in the casting. . . . \$650.

"It kept its tone remarkably."

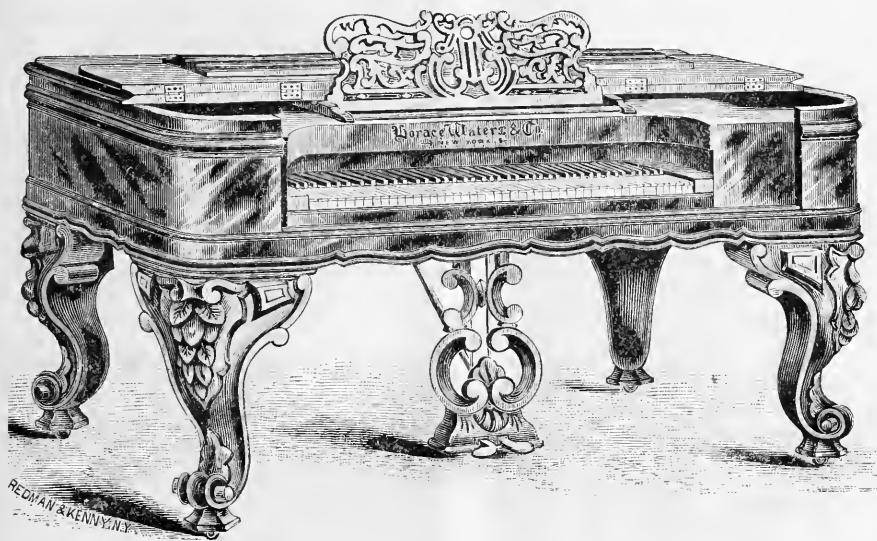
Messrs. HORACE WATERS & Co.—I purchased one of your Pianos in 1862, moved it long distances several times, and used it thoroughly, and sold it after using it for seventeen years for \$125. It kept its tone remarkably, and preserved its integrity entire, and gave splendid satisfaction.

Yours truly,

A. C. ROSE,
Pastor, Pawling Ave. M. E. Church, Troy, N. Y.

STYLE No. 36.**Square Grand Piano**

THREE STRINGED IN TREBLE AND FULL AGRAFFE.



Length 6 feet 10 inches. Width 3 feet 6 inches.

Style No. 36. Square Grand Piano; $7\frac{1}{3}$ octaves; large size, elegant rosewood case, front round corners, carved legs and lyre, fret work desk. SERPENTINE MOULDING ON BOTTOM OF CASE AND HEAVY MOULDING ON TOP OF RIM. Finest ivory keys. Three strings to a note in treble. Finest action, heavy hammers, first quality felt. Full Agraffe throughout entire scale. Overstrung bass and full iron frame with name "Horace Waters & Co." in the casting.....\$700.

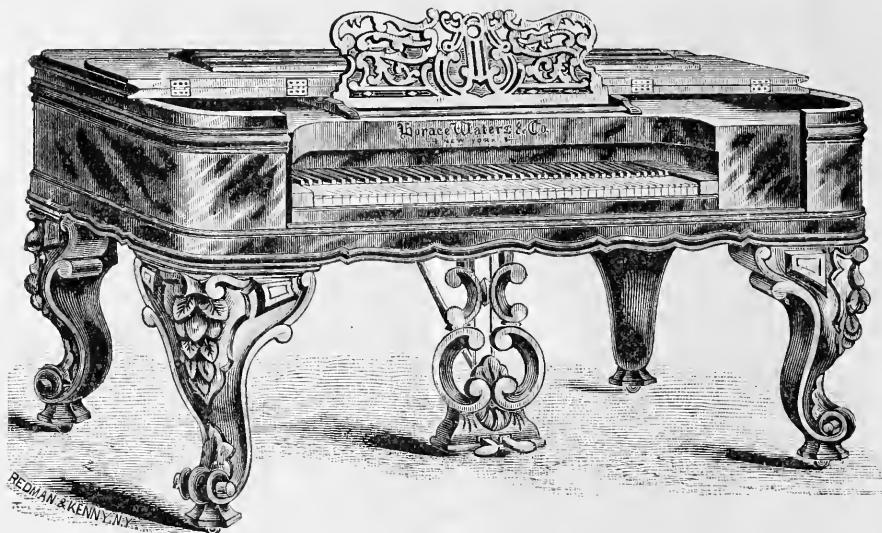
"A very durable Article."

A member of our firm, about twelve years ago, purchased one of your Pianos, and it has given undoubted and entire satisfaction; artists praise it for its sweet tone, and it has proved a very durable article.—MORRIS PHILLIPS & CO.,

Home Journal, 3 Park Place, New York.

STYLE No. 37.**Square Grand Piano**

THREE STRINGED IN TREBLE AND FULL AGRAFFE.



Length 6 feet 10 inches. Width 3 feet 6 inches.

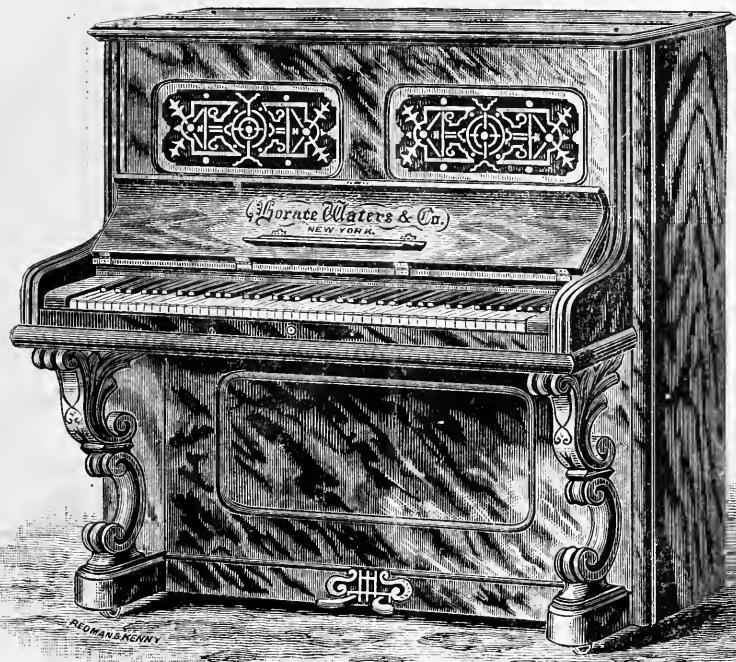
Style No. 37. Square Grand Piano; $7\frac{1}{3}$ octaves, large size, very elegant rosewood case, FOUR ROUND CORNERS, FINISHED BACK LIKE FRONT, extra carved legs and lyre, fret work desk. SERPENTINE MOULDING ON BOTTOM OF CASE AND HEAVY MOULDING ON TOP OF RIM. Finest ivory keys. Three strings to a note in treble. Finest action, heavy hammers, first quality felt. Full Agraffe throughout entire scale. Overstrung bass and full iron frame with name "Horace Waters & Co." in the casting \$800.

"Old Established and Reliable."

Horace Waters has been in business 35 years and sold over fifty thousand pianos and organs.

STYLE No. 60.**Upright Grand Piano**

THREE STRINGED IN TREBLE AND MIDDLE REGISTER.



Length 5 feet 1 inch. Height 4 feet 4 inches. Width 2 feet 2 inches.

Style No. 60. Upright or Cabinet Grand Piano ; $7\frac{1}{3}$ octaves, ebonized case, fret work panels, carved brackets, nickel pedal protector. Finest ivory keys. Three strings to a note in treble and middle register. Bell metal bar agraffe, finest action, heavy hammers, first quality felt. Overstrung bass and full iron frame, with name " Horace Waters & Co." in the casting \$600.

"A Wonderful Instrument."*Commercial Advertiser, N. Y., Dec. 13, 1883.*

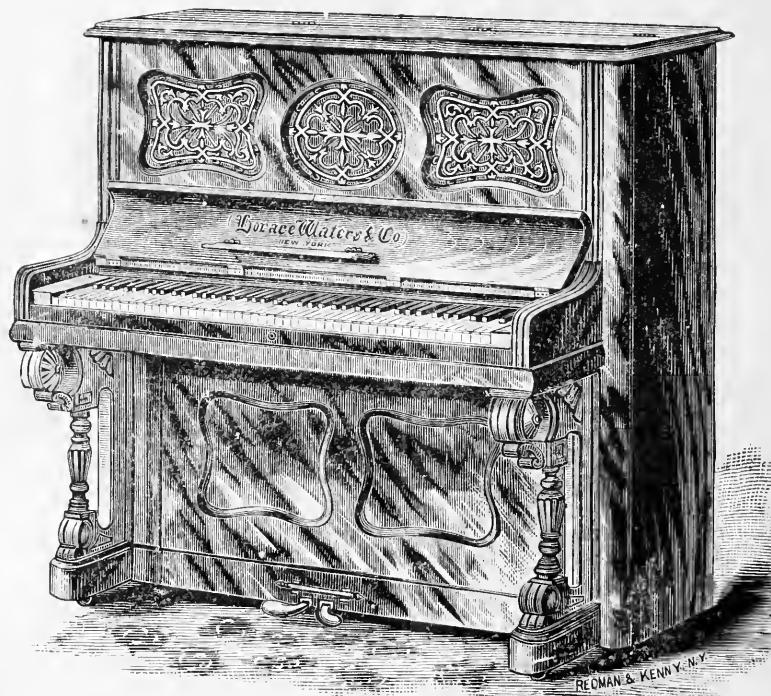
HORACE WATERS & CO. have just introduced a new style of piano, that has been well and carefully tested, and has been pronounced *a wonderful instrument*, possessing a powerful tone, not strong in harshness, but deep, full, and of that capacity to musically fill a very large room ; and yet, with all this force, the softer notes are pathetically sweet and the middle tones remarkably clear and ringing.

HORACE WATERS & CO.

STYLE No. 61.

Upright Grand Piano

THREE STRINGED IN TREBLE AND MIDDLE REGISTER.



Length 5 feet 1 inch. Height 4 feet 4 inches. Width 2 feet 2 inches,

Style No. 61. Upright or Cabinet Grand Piano; $7\frac{1}{3}$ octaves elegant rosewood case, fret work panels, carved brackets, nickel pedal protector. Finest ivory keys. Three strings to a note in treble and middle register. Bell metal bar agraffe. Finest action, heavy hammers, first quality felt. Overstrung bass and full iron frame, with name "Horace Waters & Co." in the casting. \$650.

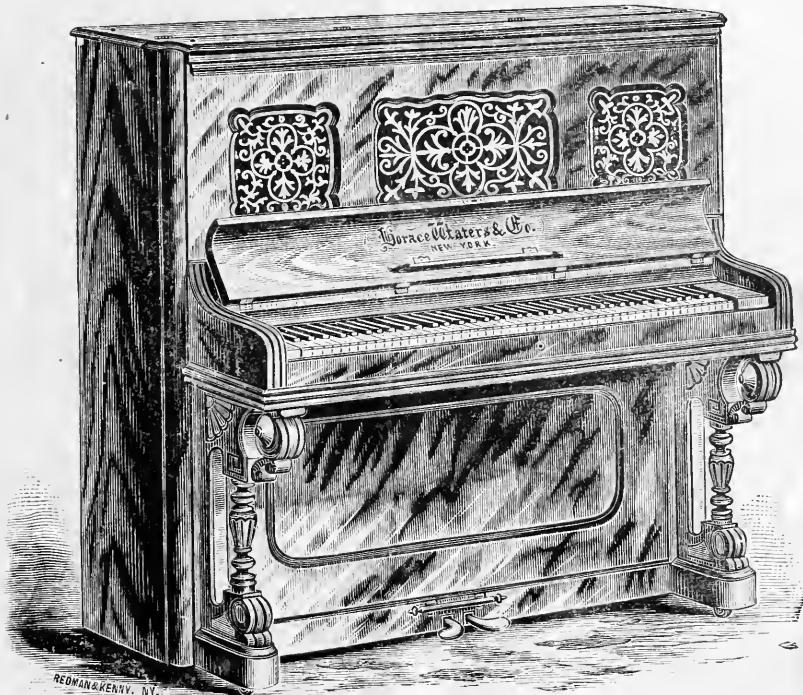
"A First Rate Piano."

"The piano meets my fullest expectations as to tone, volume and finish. It was on the R. R. fourteen days, during which time it rained and snowed, and when I took it out of the box every key worked to perfection, no sticking of the hammers or anything. I have had it tested by first-class musicians who all pronounce it a *first-rate piano*.

S. LEAFLIN,
Watertown, N. Y.

STYLE No. 41.**Upright Grand Piano.**

THREE STRINGED IN TREBLE AND MIDDLE REGISTER, AND
ALL COPPER COVERED BASS STRINGS.



Length 5 feet 2 inches. Height 4 feet 10 inches. Width 2 feet 3 inches.

Style No. 41. Upright or Cabinet Grand Piano, $7\frac{1}{3}$ octaves, large size, elegant rosewood case, fret work panels, carved brackets, nickel pedal protector, finest ivory keys. Three strings to a note in treble and middle register. Bell metal bar agraffe, finest action, heavy hammers, first quality felt. Overstrung bass, ALL COPPER COVERED STRINGS, and full iron frame with name "Horace Waters & Co." in the casting.....\$800.

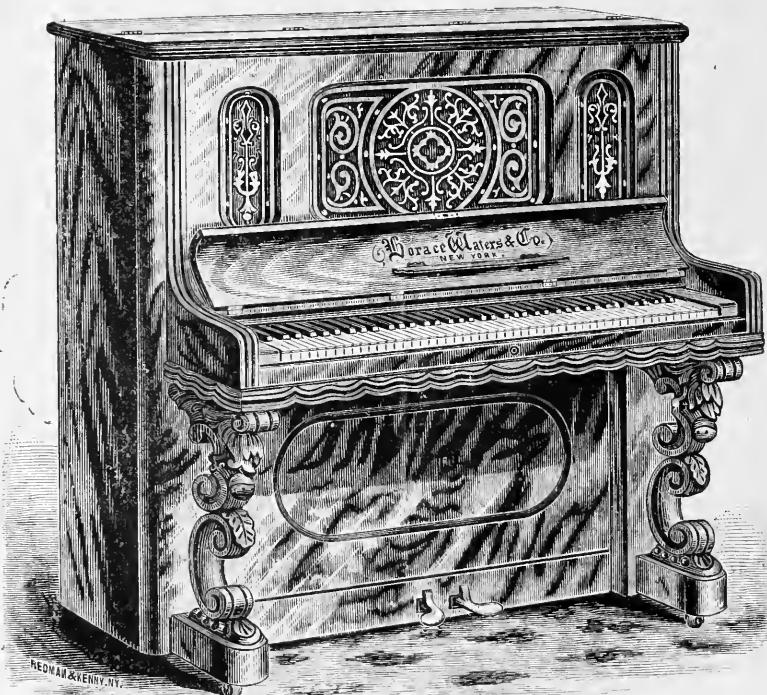
Horace Waters & Co.'s "New Scale" Upright Grand.

From the Musical Courier, N. Y., Dec. 5, 1883.

A new upright has just been introduced by HORACE WATERS & CO. The scale is entirely new, the result of several experiments which have been very successful, as the instrument has a powerful and, at the same time, liquid tone, running even throughout the entire scale. The touch is pliant and sympathetic. Special pains seem to have been taken to make this piano the best production of the factory of HORACE WATERS & CO. and the firm has undoubtedly produced its best specimen of piano construction.

STYLE No. 42.**Upright Grand Piano.**

THREE-STRINGED IN TREBLE AND MIDDLE REGISTER, AND
ALL COPPER COVERED BASS STRINGS.



Length 5 feet 2 inches. Height 4 feet 10 inches. Width 2 feet 5 inches.

Style No. 42. Upright or Cabinet Grand Piano, $7\frac{1}{3}$ octaves, large size, very elegant style of case, in rosewood or French walnut : extra fret work panels, carved brackets, nickel pedal protector, finest ivory keys. Three strings to a note in treble and middle register. Bell metal bar agraffe, finest action, heavy hammers, first quality felt. Overstrung bass, ALL COPPER COVERED STRINGS, full iron frame with name "Horace Waters & Co.," in the casting.....\$900.

N.B.—Style No. 42 Upright is also made in an elegant case, with a Swing Desk for Music Rest, at same price.

OUR PIANO FACTORY.

Is a large five story brick building located corner of Broome and East Streets, New York City. It is specially adapted for piano manufacturing purposes, and amply supplied with all the stock, machinery and fixtures necessary for the construction of the different parts of a piano.

With ample capital we purchase all materials used in the factory *for cash*, so we are enabled to buy always at the lowest market prices and consequently to manufacture pianos at the *lowest possible first cost*.

We employ only experienced foremen and skilled workmen and use only the very best seasoned lumber, first quality felts, finest ivory keys and the very best materials of all kinds.

We make *strictly first class pianos*, with every improvement of any merit or value and spare no expense or pains to make them perfect in every detail. In point of *finish, style, durability* and *quality of tone* they are FULLY UP TO THE HIGHEST STANDARD.

OUR NEW SCALES.

The most important consideration in the construction of a piano is that the scale is perfect. No matter how well a piano is built if the original design is not perfect the result in the tone will not be satisfactory. We have just introduced a new scale for our square pianos with full agraffe, and a new scale for large Uprights. Also improved our scale for small Uprights, so that all our pianos contains all the latest improvements. They all have $7\frac{1}{3}$ octaves and three strings to a note in the treble.

We give a written warrantee for Six Years with every Piano.

HOW TO PRESERVE A PIANO.

— :o: —

As all Manufacturers have more or less complaints in regard to Pianos, we would respectfully submit the following rules, necessary for the preservation of a Piano.

The instrument should be closed when not in use, in order to prevent dampness, dust, etc., from collecting inside of the Piano.

The Piano should not be placed in a damp room nor left open in a draught of air ; dampness is its most dangerous enemy, causing the strings and tuning pins to rust, the cloth used in the construction of the keys and action to swell, whereby the mechanism will move sluggishly, or often stick together. This occurs chiefly in the summer season, and the best Pianos, made of the most thoroughly seasoned material, are necessarily affected by dampness, the absorption being rapid. Extreme heat is scarcely less injurious. The Piano should not be placed near to an open fire or heated stove, nor over or close to the hot air from furnaces now in general use. Moths are very destructive to the cloth and felt used in the Piano, and may be kept out of it by placing a lump of camphor, wrapt in soft paper, in the inside corner, care being taken to renew it from time to time.

Many persons are unaware of the great importance of having their Pianos kept in order, and only tuned by a competent tuner. A new Piano should be tuned at least once every two or three months during the first year, and at longer intervals afterwards.

HOW TO UNPACK A PIANO.

...≈SQUARES.≈...

Take out the screws holding the lid of the box, remove the lid, take out the piano legs and lyre, remove the board across the inside of the box. Place two benches or strong wide chairs, which should be covered with a quilt or other soft substance, alongside of the box where the back of the piano is, slide the Piano toward the end where the legs were—about six inches ; have the Piano lifted out by four persons, one at each corner, and set it on the two benches or chairs on its back. Unscrew the cross-boards on each end of the bottom and put the lyre and legs on, which are numbered 1, 2, 3, 4, for their respective places. Have the four persons lift the Piano off the benches, and set it down so that the four legs will touch the floor at the same time. After untying the tape around the instrument, remove the dust with a soft silk handkerchief or piece of buckskin. The key will be found tied to the lyre.

N. B.—In no case remove the tape until the Piano is on its legs.

...≈UPRIGHTS.≈...

Take out the screws holding the lid of the box, remove the lid, then take out the screws on the back and sides of the box, being careful to hold the side cleets with the hand in order that they may not fall and scratch sides of Piano ; next take out wedges under the Piano, and then one man at each end pull the Piano out of the box squarely. Remove the strips screwed on the back of the Piano, untie the tapes, and take off the papers. To remove the dust, use a soft silk handkerchief. The key will be found tied to the pedal.

* TESTIMONIALS *

—OF—

HORACE WATERS & CO.'S

CELEBRATED PIANOS.

The Piano I purchased of you is an excellent instrument. I believe I could not be better pleased, and am satisfied that it cannot be excelled by any Piano now before the public. Mrs. Collins is delighted with it.

C. B. COLLINS, Luling, Texas.

Received my Piano all right and in perfect order. Thanks for your promptness in forwarding. I will take great pleasure in recommending you to the favorable consideration of any who may wish to purchase a first-class Piano.

J. H. SAMMONS, Norfolk, Va.

The Piano sent to Corfu, N. Y., is pronounced by many to be preferable to a \$700 Weber bought a few days after by another resident,

ARTHUR H. BROWN, West Batavia, N. Y.

Your Waters' Upright Piano received, and gives the best of satisfaction.

C. M. DUBOIS, Stone Ridge, N. Y.

The Piano is a little gem. We are greatly pleased with it. It is a marvel of power and sweetness.

Rev. S. R. FREE, Southfield, Mass.

The Upright Piano arrived safely. It is one of the finest toned instruments I ever heard. The elasticity of the action and superior finish and workmanship more than answer your recommendations.

N. A. BARBE, Mansfield, Texas.

It is considered the best Piano in town, and my wife is perfectly delighted with it.

D. W. C. DAVIS, Morristown, East Tenn.

I am perfectly delighted with the Piano. It is as you represented. The case is beautiful and the tone is sweetness itself. I am better pleased with it every time I hear it. Every one pronounces it a splendid instrument.

MARY R. GROH, Boalsburg, Centre Co., Pa.

The Piano arrived all in good order, and beyond any doubt is the finest tone and best finished Piano in our town, for the price. I can safely recommend your instruments to all.

LUTHER SHOBE, Butler, Bates, Co., Mo.

The Piano has arrived safely. It is a fine instrument and gives good satisfaction. It is the best Piano we ever bought for the money; several good judges have examined it and speak very highly of it.

J. T. NEWMAN & SON, Ithaca, N. Y.

HORACE WATERS & CO.

TESTIMONIALS.

My daughter, for whom I purchased the Piano, is well pleased. It came all right, and gives the utmost satisfaction.

JAMES G. DOUTHIL, Pendleton Factory, S. C.

The parties expressed themselves doubly well pleased with the Piano, and requested me to inform you that it was far beyond their expectations, and surpassed any piano they knew of.

WM. K. JUDEFIND, Edesville, Kent Co., Md

The Rev. BARNAS SEARS, D. D., Ex-President of Brown University, Providence, R. I., and Agent for distribution of the Peabody Educational Fund in the South, in answer to inquiries of Jacob Echols, of Lynchburgh, Va., about the Waters' Pianos, writes the following:

SCRANTON, Va., March 12, 1872.

Mr. JACOB ECHOLS—*Dear Sir,* My daughter, who is a good judge, says her Piano ("the Waters") is a fine one, and has been pronounced by the German teacher of music, and by the *Baltimore Tuner*, much superior to the Baltimore Pianos. I put entire confidence in Mr. Waters as a business man.

Yours truly,

B. SEARS.

The Piano I purchased from you eight months ago, has been in constant use ever since that time, and it affords me pleasure to say it has given entire satisfaction. I would not now exchange it for a new one of any other make. I consider it a first-class Piano.

C. F. CHEESMAN, Galveston, Texas.

The Piano bought of you is splendid and perfectly satisfactory.

T. C. HAINES, Akron, Ohio.

N. A. BARBE, Mansfield, Texas, writes: "The Piano you sent me is just as you represented it to be. It certainly will compare very favorably with the best instruments I ever heard, and after twenty-five years' experience my opinion is worth something."

Miss EMMA MORTON, Bordentown, N. J., says: "The Waters' Piano purchased of you fourteen years ago has proved a very satisfactory instrument. It has retained its sweetness and power remarkably well."

Mrs. O. S. BUSINELL, Bridgeport, Conn., writes: "The Waters' Piano I bought of you nearly two years ago gives entire satisfaction, and I regard it as a splendid instrument in every respect."

Miss ELLEN McCLEMENTS, Sheboygan, Wis., writes: "I am very much pleased with the Piano you sent me. The case is beautiful, and the tone is sweetness itself."

Miss MARY G. FLOOD, Linneus, Linn Co., Mo., writes: "I purchased a Waters' Piano in the spring of 1856, and still have it in my possession. Although it has been in use for teaching two-thirds of the time, and been severely tested, it is still in a state of good preservation, tone unimpaired."

MORRISON, DAVIDSON & Co., Toccopola, Miss., write: "Our expectations are fully realized, if not surpassed. The Waters' Piano has merited the approval and admiration of all who have examined it."

TESTIMONIALS.

CATTARAUGUS BANKING CO. }
CATTARAUGUS, N. Y., Feb. 5th 1875. }

HORACE WATERS—*Dear Sir:* My wife still has in her possession Piano 238, which her father purchased for her January 15, 1855, *twenty years ago*. It retains its excellent tone and condition. This piano has been in constant use. The case, although marred by several removals, is otherwise in good condition. In looking over some old papers we came across this guarantee, and thinking that you would like another assurance of the durability of your excellent instruments, we enclose it to you with our thanks.

Yours very respectfully,

M. G. ELLIOTT.

The following is the guarantee above referred to, *given twenty years ago*, which speaks for itself:

No. 333 BROADWAY, NEW YORK, Jan. 13, 1855.

I hereby guarantee to J. P. Darling, Piano 238, Horace Waters' make to be perfect in every respect, and with proper usage to stand in good condition for the term of *twenty years*. I further agree, if the said piano does not give satisfaction as to tone, to allow the privilege of exchanging any time during one year from date.

HORACE WATERS.

The following letter from a well-known business man shows how remarkably the Waters' Piano endures long use:

NORTH RIVER SAVINGS BANK, }
EIGHTH AVENUE, corner Thirty-fourth Street, }
NEW YORK, March 4, 1875. }

HORACE WATERS, Esq.:—*Dear Sir:* Some *twenty years ago* I bought of you a piano that has been in my house ever since, and it is quite good yet. I want to buy another one (second-hand) as good, and have it placed in a cottage owned by me at Rutherford Park, N. J.

Yours truly,

JAMES O. BENNETT, No. 233 East 57th Street.

I received my piano some time ago. Would have written earlier but was waiting to try it before writing. I am much pleased with it, and all who have seen it and heard its tone have expressed themselves delighted with it, and think it a superior instrument. I am perfectly satisfied. Please accept my many thanks.

MRS. R. C. EASTERLING, Bennettsville, S. C.

I have had a trial of your Pianos for *twenty years ago*. My father purchased two at one time, one of which he has in his house yet, and I can testify to their good qualities.

MRS. LEVY C. HUSTON, Walnut Ridge, Kan.

My Piano, bought from you about four years since, is considered one of the best in town.

E. T. BALDWIN, Clarksburg, W. Va.

The Piano reached us in due time safely, and we are very much pleased with it. It seems to be just as you represented both in tone and finish. We are much obliged for the prompt attention you have given us, and should our friends need a Piano, we shall certainly send them to you.

T. W. TURNER, Easton, Conn.

Piano arrived safely. I am glad to be able to write that I am very much pleased with it. Finish and tone cannot be surpassed. With many thanks and the assurance of most deserved recommendation, etc.

J. G. EHRENSTRASSER, St. Mary's Church, Grand Rapids, Mich.

HORACE WATERS & CO.

HORACE WATERS & CO'S PIANOS AND ORGANS

From the Brooklyn Times, Dec. 20, 1883.

"No firm of organ or piano manufacturers has a reputation for making and keeping in stock fine musical instruments, higher than that borne by Horace Waters & Co., of No. 124 Fifth avenue, near Eighteenth street, New York. Their extensive warerooms are filled with a fine collection of goods, of all styles of finish, from the small parlor organ to the grand or upright pianos. These are for sale for cash, or they may be purchased on easy payments, as low a sum as \$5 per month being received for organs and \$10 per month for pianos. At these low figures there is no home in which reside any lovers of music, that need be without the instrument that their heart yearns for. Messrs. Waters & Co. have also a number of good second-hand pianos that can be had at great bargains.

OUR TESTIMONIALS.

WE are constantly in receipt of letters from parties all over the country who are using our **Pianos** and **Organs**, speaking in the most flattering terms of their merits. These are unsolicited and impartial expressions, and many of them come from those who have given our instruments the test of years. We have presented only a few of these testimonials, but they serve to show in what high esteem our Pianos and Organs are held, and what perfect satisfaction they always give. Besides these testimonials from private parties, we have received a great number of

CERTIFICATES, DIPLOMAS AND MEDALS

from State and County Fairs and International Exhibitions for "fine quality of tone," "superior finish and construction," &c., also the strongest endorsement from many eminent professional musicians and from the press. All parties desiring to purchase a good, reliable Piano or Organ, will do well before buying elsewhere to either write or call upon us, as our prices are low, and we make terms to suit all purchasers.

HORACE WATERS & CO.,

MANUFACTURERS AND DEALERS IN

•••PIANOS AND ORGANS.•••

OFFICE AND WAREROOMS:

124 Fifth Avenue, near Eighteenth Street,
NEW YORK.

